LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
(FSI)
Printed in U.S.A.
AD# (FSI) 105-C2 "LOTTO COMPUTER"-REQ# M-93340-Super Page (8" x 10 13/16") - 4/C
Product Movers (Portland, ME), May 10, 1987

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PLAYERS LIGHTS 25's

"Go ahead, press your luck!"

Lotto Computer Special Offer!

PLAYERS
PLAYERS Lights 25's
Lotto Personal Computer

Now picking lotto numbers has never been easier or faster. Just press the big red Players Lights 25's button and your Lotto Personal Computer* will randomly select numbers for any state lottery or daily numbers game!

You're always in luck with Players Lights 25's— *50 EXTRA* per carton, 5 EXTRA per pack!

And now get the Players Lights 25's Lotto Computer for $25.00 or pay even less with carton proofs of purchase.

Kings
& 100's
Regular and Menthol

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Mfr's. suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

*Lotto Personal Computer is a trademark of Lottronics, Ltd. 1986

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PLAYERS LIGHTS 25's

"Lotto Computer Special Offer!"

TO ORDER: ☐ Send $25 check or money order payable to PLAYERS LIGHTS 25'S LOTTO COMPUTER (no cash please) for each Lotto Computer ordered.

OR: ☐ **Special Carton Discount Offer:** Receive the Lotto Computer for less by sending in Players Lights 25's carton UPC codes. One UPC code = $2.50 savings. Limit 5 UPC codes per each computer ordered.

_____ × $2.50 = $_____
UPC Codes Special Discount

# of Computers		Lotto Computer Price		Total Cost
	×	$25.00 each	=	$
		Subtract Special Discount		($)
		Total Order		$

Send order form to:
Players Lights 25's Lotto Computer
P.O. Box 16057
Hauppauge, NY 11788-9962

Send Lotto Computer(s) to:

Name_____

Address_____

City_____

State_____ Zip_____

Please allow 6 to 8 weeks for delivery. By participating in this offer you certify that you are a smoker 21 years of age or older. Offer expires 8/31/87. Offer good while supply lasts.

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PLAYERS LIGHTS 25's

"You're already in luck... Here's $1.00 off your next carton!"

Kings & 100's
Regular and Menthol

VOID

28200 55276

MANUFACTURER COUPON
EXPIRES: 12/31/87